M I S S I O N

moking and tobacco-related illnesses have been a major public health issue, particularly during the 1990s as more lawsuits were brought by individuals and entities against the tobacco industry. The attorneys general of most States and the major United States tobacco companies agreed to settle more than 40 pending lawsuits brought by States against the tobacco industry. In exchange for dropping their lawsuits, and agreeing not to sue in the future, the States have received billions of dollars in payments from the tobacco companies. Further, the companies have restricted their marketing activities and established new efforts to curb tobacco consumption. The City, along with the other States and local government entities, joined in the settlement.

The Master Settlement Agreement (MSA) was signed by parties to the lawsuit on November 23, 1998.

The City has received millions of dollars from the settlement. These funds have historically been used to fund services for youth, seniors, and to promote anti-smoking activities.

^{*} Financial information for this fund may be found in the source and use statement entitled "Anti-Tobacco Master Settlement Agreement Revenue Fund."

Budget Summary

	_	2009-2010 Adopted		010-2011 Adopted*	Change	
Youth Services	\$	6,999,938	\$	4,139,898	(40.9%)	
Senior Services	\$	2,065,825	\$	1,852,111	(10.3%)	

^{* 2010-2011} allocations have been shifted to the General Fund and are shown here for comparison purposes only.

Budget Highlights 2010-2011

- ☐ Tobacco settlement proceeds will be deposited in the General Fund beginning in 2010-2011. The fund balance in the Healthy Neighborhoods Venture Fund will also be transferred to the General Fund for 2010-2011 as a budget balancing strategy. All services which historically have been funded in this fund will be eliminated or shifted to the General Fund or the Library Parcel Tax Fund.
- ☐ Staffing levels for Level 2 after-school programming at elementary school sites will be reduced and shifted to the General Fund in an effort to achieve 100% cost recovery status in 2010-2011.
- ☐ The City's commitment to the Children's Health Initiative (\$2.1 million) will be maintained in 2010-2011.

- ☐ The elimination of City resources for senior nutrition services was approved in this budget, effective July 1, 2011. During 2010-2011, the City will work with the County and community-based organizations to identify alternative service delivery methods/models for the continuation of this service.
- ☐ Resources allocated to communitybased organizations have reduced by approximately 20%. Through reductions to the number of organizations community-based 2010-2011, funded in associated administrative staffing has been reduced by approximately 50%.

Fund Overview

he City of San José has received millions of dollars from the national settlement with tobacco companies per the Master Settlement Agreement (MSA). These payments will continue in perpetuity. In 2000, the City approved the creation of the Healthy Neighborhoods Venture Fund (HNVF) to fund a variety of communitybased organizations (CBOs) providing youth and senior community programs. The first funding process was allocated in 2000-2001 (\$6.7 million) and over \$121 million has been allocated in the subsequent nine years. Even with the threat of further legal challenges to the settlement provisions, approximately \$9.4 million is expected to be received in 2010-2011.

As a result of the significant budgetary challenges facing the General Fund, the 2010-2011 budget balancing strategy included the elimination of the Healthy Neighborhoods Venture Fund. This elimination allows for the \$6.9 million fund balance, which was retained for cash flow purposes, to be shifted into the General Fund, providing a significant one-time benefit to the General Fund. With the fund being eliminated, all future tobacco settlement proceeds will be deposited directly in the General Fund. Programs, positions, and services which had previously been funded in HNVF will be eliminated or shifted into the General Fund or Library Parcel Tax Fund.

In 2009-2010, the Parks, Recreation and Neighborhood Services Department (PRNS) released a Request for Proposals (RFP) to identify programs that best aligned with the approved City Council Healthy Neighborhoods Strategic Workplan and the HNVF Allocation Plan. This was the first new Results Based RFP under the Accountability (RBA) model. RBA is the same allocation and evaluation methodology used by San Jose BEST. It is driven by the Strategic Workplan, that prioritizes the allocation of funds in alignment with the strategic plan, and a performance model to evaluate funded programs.

2009-2010 marked the first year of a multiyear funding approach. Projects funded in the Senior Services category were funded for a three year funding cycle, while projects in the Youth Services category were funded for a two year funding cycle. This staggered implementation was intended to allow agencies to apply for funding at separate times, allowing for a more administratively manageable grant process for the agencies and staff. A tiered funding strategy was used, ensuring that a greater number of agencies had the opportunity to remain viable. This strategy was not utilized for 2010-2011, as eliminating the lowest ranked proposals allowed for the current scope of services to be maintained for the highest ranked projects and allowed for the reduction administrative staff.

The following chart, and subsequent summary, outlines the 2010-2011 HNVF changes.

Fund Overview (Cont'd.)

HNVF "Before and After"

	2009-2010 HNVF Allocation	2010-2011 HNVF Commitments Retained (General Fund)	2010-2011 General Fund Benefit
Sources			
Tobacco settlement	9,530,311	9,530,311	9,530,311
TOTAL	9,530,311	9,530,311	9,530,311
<u>Uses</u>			
Funded City Programs- Competitive Pro	cess		
Books For Little Hands*	120,000	0	120,000
Established Priorities			
Homework Center Program	2,254,263	306,366	1,947,897
Aging Services	670,000	455,598	214,402
Children's Health Initiative	2,100,000	2,100,000	0
CBO Funding (Competitive Process)			
Senior Services: CBO	1,395,825	1,395,825	0
Education/Youth: CBO	2,525,675	1,733,532	792,143
Other Uses			
Administration	886,737	528,727	358,010
Transfer to the General Fund	375,000	375,000	0
City Hall Debt Service	104,617	106,713	(2,096)
HNVF Evaluation_	100,000	25,000	75,000
Non-Profit Platform	64,000	0	64,000
One-Time Use of Fund Balance**	(999,093)	0	(999,093)
TOTAL	9,597,024	7,026,761	2,570,263
HNVF Fund Balance	6,909,797		
Fun	d Balance Transferr	ed to General Fund	6,909,797
Ne	t Benefit to General	Fund in 2010-2011	9,480,060

The Books for Little Hands Program was shifted into the Library Parcel Tax Fund in 2010-2011.

Established Priorities

After-School Programming

The 2009-2010 Adopted Budget for HNVF included an allocation of \$2,254,263 for after-school "Level I" and "Level II" programming. The majority of this funding has been eliminated, with limited funding being retained for "Level II" programming at elementary school sites.

Level I

The 2009-2010 Adopted Budget included approximately \$1.5 million in funding for Level I homework center activities, all of which has been eliminated for 2010-2011. This included approximately \$900,000 in supplemental funding for school districts to administer existing school-based Homework Center programs and approximately \$400,000 for 14 non-profit agencies to provide services at non-school locations.

^{**} Due to lower than anticipated 2010 tobacco settlement payment, usage of 2009-2010 fund balance was required to offset the budgeted expenditures.

Fund Overview (Cont'd.)

Established Priorities (Cont'd.)

After-School Programming (Cont'd.)

Level I (Cont'd.)

Also, the Library Department received \$160,000 approximately to implement homework assistance activities at library sites city-wide, while PRNS received \$40,000 for homework center programming at four center sites. community The requirements mandated that agencies and school districts provide matching funds. While eliminating the Level I funding will likely result in a reduction of services, all school based sites should be able to continue operation at a reduced level. Library and nonprofit sites may have to reduce or eliminate services. Through the elimination of Level I After-School funding, and associated contract workload, 1.0 Analyst position was eliminated.

Level II

Level II sites offer a combination of homework help and recreation programming to children at their school sites. The 2009-2010 Adopted Budget included approximately \$567,000 Level after-school for II programming at nine school sites where programming is offered by City staff, who instituted a charge of \$7 per day. Due to lower than anticipated participation, revenue collections have not met projections, and a reduction to the estimate was required in the 2009-2010 Mid-Year Budget Review. 2010-2011 budget includes the elimination of 6.95 Recreation Leaders PT positions, in an effort to achieve 100% cost recovery. Services at the nine sites will continue in 2010-2011. The remaining 2010-2011 allocation for the Homework Center Program only supports Level II costs.

Addressing the Gaps in Aging Services

The 2009-2010 Adopted Budget included \$670,000 for senior services (Addressing the Gaps in Aging Services). This funding was used to provide additional capacity in senior services, particularly those identified in the City's Aging Services Master Plan, including coordination, case management, in-home assistance, intergenerational programming, nutrition, and health as well as multicultural services. These services will be retained at a reduced level in 2010-2011; however, the model for providing senior services will change in 2011-2012. Effective July 2011, the PRNS Department will offer services under the "hub" community center model. While centralized support for Senior Services will be eliminated, each hub community center will be staffed with a Gerontology Specialist to assist San José seniors.

The majority of funding in this category has been used for senior nutrition programming. This budget allows for the continuation of senior nutrition programming through 2010-2011, funded in the General Fund. In 2011-2012, when the "hub" community center model is implemented, senior nutrition services will cease to be provided by the City.

In an effort to mitigate the impact of City Council-approved changes to this program, the City is currently in discussions with the County and CBOs to identify alternative service delivery methods/models for 2011-2012, with the following goals:

- Identifying alternative funding sources;
- Transitioning operations to an outside provider who can leverage outside resources to reduce costs, but

Fund Overview (Cont'd.)

Established Priorities (Cont'd.)

Addressing the Gaps in Aging Services (Cont'd.)

continue to deliver services at PRNS hub sites; and/or

• Identifying alternative service providers near the City of San José nutrition sites in the County's current RFP.

Children's Health Initiative

This budget maintains the City's commitment to the Children's Health Initiative (\$2.1 million) in 2010-2011, shifting the budget for this contribution into the General Fund. The Children's Health Initiative is undertaking various planning efforts in order to secure long-term, permanent funding.

Competitive Process

In 2009-2010, \$4,041,500 of grant funding was made available to community-based organizations and City Departments as part of a competitive process. All but \$120,000 (Books for Little Hands- San José Library) was awarded to private organizations. The Mayor's March 2010 Budget Message, as approved by the City Council, directed that the average reduction through the proposed budget to the non-public safety departments be used as a guide for reductions to the HNVF competitive grant funds. With the average non-public safety reduction totaling approximately 20%, \$3,129,357 will be made available to CBOs in 2010-2011, funded in the General Fund (City-Wide Expenses).

As a result of the reduction to the funding available to CBOs, this budget reduces the number of agencies funded in 2010-2011 by

18, enabling a reduction to staff currently performing contract administration duties. The reductions to the CBOs were presented to the Healthy Neighborhoods Leadership Committee on April 15, 2010. The feedback and responses to the Committee were summarized and reported to the City Council via a Manager's Budget Addendum in May 2010.

A shift of the Books for Little Hands program to the Library Parcel Tax Fund is detailed in the Library Department section of this document, enabling this program to be maintained in 2010-2011.

For 2010-2011, 38 projects in the competitive process will continue to receive the same funding levels as awarded in 2009-2010. This is based on the funding priority list approved in the 2009-2010 cycle, continuing the 2009-2010 level of support. This methodology, which values the outcomes of the 2009-2010 RFP, adheres to the principles of the Results-Based Accountability model and complies with the 2006 Audit of City-wide Grant Oversight.

Administration/Miscellaneous

This budget includes the elimination of three Analysts and one Senior Analyst, while retaining two Analysts and one Senior Office Specialist to administer the remaining 38 CBO contracts. Also retained is \$25,000 allocated for consultant services to provide independent evaluation and monitoring of CBOs (a 75% reduction).

Fund Overview (Cont'd.)

Fund Balance/Tobacco Settlement Proceeds

The settlement revenue from the tobacco companies is typically received in April, in the last quarter of the fiscal year, while the expenditures occur throughout the fiscal year; therefore, a fund balance has been required in this fund. As a result of shifting the revenues and associated expenditures into the General Fund as a budget balancing strategy, this fund balance will no longer be required for cash flow purposes. Current projections indicate there will be approximately \$6.9 million in fund balance available at the conclusion of 2009-2010. This figure has been revised downward from the 2009-2010 Modified Budget, as a result of lower than anticipated 2010 settlement proceeds. When the HNVF

budget was developed, it was assumed that proceeds would total approximately \$10.6 million in 2010-2011, the same amount of the 2010 settlement (after a one-time distribution from the State, resulting from a positive decision related to a prior year legal challenge from the tobacco companies). In April 2010, however, the City received notification that the settlement for 2010 would approximate \$9.4 million, falling \$1.2 million short of the budgeted level due to further withholdings by the tobacco companies. These withholdings remain subject to legal challenge, and, if successful, will be transferred to the City at some point in the future. The estimate for 2010-2011 has also been set at \$9.4 million.

Fund Summary

	2	2008-2009 Actual 1	2009-2010 Adopted 2	2010-2011 Adopted* 3	% Change (2 to 3)
Dollars by Sources					
Fund Balance Program Income	\$	6,689,445 11,635,199	\$ 7,660,902 10,666,704	\$ 6,944,882 0	(9.3%) (100.0%)
Total	\$	18,324,644	\$ 18,327,606	6,944,882	(62.1%)
Dollars by Uses					
Youth Services	\$	7,450,834	\$ 6,999,938	\$ 0	(100.0%)
Senior Services		1,686,486	2,065,825	0	(100.0%)
Tobacco-Free Community/Health		349,973	0	0	0.0%
City Hall Debt Service		83,709	104,617	0	(100.0%)
Transfer to the General Fund		0	375,000	6,909,797	1742.6%
Non-Profit Platform		0	64,000	0	(100.0%)
Fund Balance, Reserves, and Administration		8,753,642	8,718,226	35,085	(99.6%)
Total	\$	18,324,644	\$ 18,327,606	\$ 6,944,882	(62.1%)

^{*} With the exception of the Fund Balance and Transfer to the General Fund, all revenues and expenditures will be recognized and funded directly from the General Fund.

Budget Category: Youth Services

Budget Category Overview

he vision stated in the Healthy Neighborhoods Strategic Work Plan is that: All San José residents enjoy a higher quality of life because of their improved socialization, health, physical fitness, and strong connection to their community and neighbors. Services funded in the youth category focus on early care and prevention programming that fosters emotional, physical, social and cognitive development, while building healthy behaviors.

As a budget balancing strategy, and per direction included in the Mayor's March Budget Message, as approved by the City Council, the average non-public safety reduction was used as a guide for reduction to the funds allocated for a competitive grant process. The reduction in available funding, combined with the reduction in administrative staffing, will be offset by eliminating the lowest ranked proposals determined as part of the 2009-2010 competitive process equal to the amount of the funding reduction. The funding for the Children's Health Initiative will remain intact at \$2.1 million in 2010-2011. All programs and services which will be retained in 2010-2011 have been shifted to the General Fund. A detailed summary of the allocations in the Youth Services category is included below.

Budget Category Summary

	2	008-2009 Actual 1	_	009-2010 Adopted* 2	_	2010-2011 Adopted** 3	% Change (2 to 3)
Youth Services: Competitive Process Youth Services: San José After School	\$	2,493,497 2,857,374	\$	2,645,675 2,254,263	\$	1,733,532 306,366	(34.5%) (86.4%)
Youth Services: Children's Health Initiative Total	\$	2,099,960 7,450,831	\$	2,100,000 6,999,938	\$	2,100,000 4,139,898	0.0% (40.9%)

^{*} Allocations were revised in the 2009-2010 Mid-Year Budget Review to reflect City Council direction to reallocate any additional funds into the community-based organizations. This resulted in six additional projects, beyond those included in the 2009-2010 Adopted Budget, being funded at an additional cost of \$11,201.

^{**} Allocations have been shifted to the General Fund and are shown here for comparison purposes only.

Budget Category: Youth Services

Adopted Grant Allocation by 2009-2010 Proposal Ranking (Competitive Process Only)

Project and Agency	2009-2010 Grant Award (\$)	2010-2011 Adopted Budget* (\$)
Dental Care for Children (Health Mobile)	135,000	135,000
Pediatric Weight Management Program (School Health Clinics of Santa Clara County)	44,663	44,663
Subsidized Early Care and Education Program (San José Day Nursery)	112,500	112,500
Good Health (Goodwill Industries of Silicon Valley)	127,462	127,462
Legal Eagle (Fresh Lifelines for Youth)	35,000	35,000
MOVETRITION (Generations Community Wellness Centers, Inc.)	61,200	61,200
Children and Youth Project (Family Supportive Housing, Inc.)	127,500	127,500
Healthy Living Program (St. Elizabeth's Day Home)	60,000	60,000
Deaf Families with Children (Family and Children Services)	120,000	120,000
Law for Your Life (Fresh Lifelines for Youth)	40,000	40,000
Ready, Set, Go! Program (San José Grail Family Services)	39,362	39,362
Youth Development Services (Asian Americans for Community Involvement of Santa Clara County, Inc.)	73,229	73,229
Pathway to Family Wellness (Pathway Society, Inc.)	35,000	35,000
High School After-School Program (Escuela Popular del Pueblo Continuing Development, Inc.)	95,840	95,840
PTRAC 5-Keys Workshop Series (DBA Choices for Children)	105,218	105,218
Books for Little Hands** (San José Library Department)	120,000	120,000**

 ^{*} Allocations have been shifted to General Fund and are shown here for information purposes only.
 ** To be shifted to the Library Parcel Tax Fund; shown here for information purposes only.

Budget Category: Youth Services

Adopted Grant Allocation by 2009-2010 Proposal Ranking (Competitive Process Only) (Cont'd.)

Project and Agency	2009-2010 Grant Award (\$)	2010-2011 Adopted Budget* (\$)
Inspiring Young Minds and Families (Third Street Community Center)	118,372	118,372
Connections Family Mentoring Program (Alum Rock Counseling Center, Inc.)	86,144	86,144
School Partnerships (YMCA of Silicon Valley/Project Cornerstone)	120,000	120,000
San-José School-Based Mentoring Program (Big Brothers Big Sisters of the Bay Area)	45,000	45,000
SMART Moves (Boys & Girls Clubs of Silicon Valley)	43,037	0
Whole School, Whole Child- Cesar Chavez Elem. (City Year San Jose/Silicon Valley)	112,500	0
Rosa Elena Childcare Center (Respite and Research for Alzheimer's Disease)	35,000	0
Alcanzar (Community Partners for Youth, Inc.)	35,000	0
Youth After School Achievement (Ethiopian Community Services, Inc.)	35,000	0
After School Youth Program (Friends Outside in Santa Clara County)	46,175	0
San José Native American Youth Empowerment (Indian Health Center of Santa Clara Valley)	61,768	0
Get Jazzed! (San José Jazz Society)	112,500	0
Youth Outreach Program (Unity Care, Inc.)	112,500	0
PARTI Leadership Program (Positive Alternative Recreation Teambuilding Impact)	63,900	0
Family Empowerment Program (San José Grail Family Services)	55,605	0
CORAL Moves Program (Catholic Charities of Santa Clara County)	56,250	0

^{*} Allocations have been shifted to General Fund and are shown here for information purposes only.

Budget Category: Youth Services

Adopted Grant Allocation by 2009-2010 Proposal Ranking (Competitive Process Only) (Cont'd.)

Project and Agency	2009-2010 Grant Award (\$)	2010-2011 Adopted Budget* (\$)
Step-up to Brighter Futures (Community Partners for Youth, Inc.)	56,250	0
THRIVE (Rohi Alternative Community Outreach)	28,373	0
Turn the Tide Youth Education (Sacred Hearth Community Service)	45,278	0
Whole School, Whole Child- Goss Elementary (City Year San José/Silicon Valley)	56,250	0
Unallocated	. 0	32,042
Total Youth Allocation (Competitive Process only)	\$2,656,876	\$1,733,532

^{*} Allocations have been shifted to General Fund and are shown here for information purposes only.

Budget Category: Senior Services

Budget Category Overview

he vision stated in the Healthy Neighborhoods Strategic Work Plan is that: All San José residents enjoy a higher quality of life because of their improved socialization, health, physical fitness, and strong connection to their community and neighbors. Services funded in the senior category focus on prevention and early intervention services that promote physical activity, healthy behaviors, and social connections, while attempting to maintain senior independence.

As a budget balancing strategy, and per direction included in the Mayor's March Budget Message, as approved by the City Council, the average non-public safety reduction was used as a guide for reductions to the funds allocated for a competitive grant process. The reduction in available funding, combined with the reduction in administrative staffing, will be offset by eliminating the lowest ranked proposals determined as part of 2009-2010 competitive process equal to the amount of the funding reduction.

While the sites have been redistributed, funding is included in this budget to support senior nutrition on a one-time basis (in the General Fund), and will be eliminated effective July 1, 2011.

Budget Category Summary

	2	008-2009 Actual 1	 009-2010 Adopted 2	 2010-2011 Adopted* 3	% Change (2 to 3)
Senior Services: Competitive Senior Services: Aging Services	\$	1,027,917 658,572	\$ 1,395,825 670,000	\$ 1,395,825 456,286	0.0% (31.9%)
Total	\$	1,686,489	\$ 2,065,825	\$ 1,852,111	(10.3%)

^{*} Allocations have been shifted to the General Fund and are shown here for comparison purposes only.

Adopted Grant Allocation by 2009-2010 Proposal Ranking (Competitive Process Only)

Project and Agency	2009-2010 Grant Award (\$)	2010-2011 Adopted Budget* (\$)
John XXIII Multi-Service Center (Catholic Charities of Santa Clara County)	127,500	127,500
Senior Services Program (Ethiopian Community Services, Inc.)	37,400	37,400
Legal Assistance to Elders Expansion (Senior Adults Legal Assistance)	42,500	42,500

^{*} Allocations have been shifted to General Fund and are shown here for information purposes only.

Budget Category: Senior Services

Adopted Grant Allocation by 2009-2010 Proposal Ranking (Competitive Process Only) (Cont'd.)

Project and Agency	2009-2010 Grant Award (\$)	2010-2011 Adopted Budget* (\$)
Meals on Wheels (The Health Trust)	101,762	101,762
Senior Legal Advocacy Project (Bay Area Legal Aid)	35,000	35,000
Day Break- Senior Resilience and Empowerment (Catholic Charities of Santa Clara County)	68,000	68,000
To Life! Healthy Living Program (Jewish Family Services of Silicon Valley)	78,094	78,094
On-Site Medical Care for Seniors (Health Mobile)	120,000	120,000
American Indian Elders Wellness Program (Indian Health Center of Santa Clara Valley)	73,116	73,116
Senior Adult Day Care/Respite (Live Oak Adult Day Services)	43,200	43,200
Senior Preventative Health Project (Gardner Family Health Network)	120,000	120,000
Mature Alt. to Violent Environments (MAVEN) (Gardner Family Health Network)	72,000	72,000
Seniors Breath Easy (Breathe California of the Bay Area)	35,000	35,000
Leading Strong and Healthy Lives (Third Street Community Center)	35,000	35,000
Alzheimer's Activity Center (Respite and Research for Alzheimer's Disease)	40,000	40,000
Senior Wellness Program (Asian Americans for Community Involvement)	73,444	73,444
Diabetes Screening and Education for SJ Seniors (Diabetes Society)	64,000	64,000
Senior Transportation & Resources (STAR) (Outreach & Escort, Inc.)	120,000	120,000
MACSA Adult Health Care (Mexican American Community Services Agency, Inc.)	92,165	109,809
Diabetes Prevention & Lifestyle Balance Program (Indian Health Center of Santa Clara Valley)	17,644	0
Total Senior Services Allocation	\$1,395,825	\$1,395,825

^{*} Allocations have been shifted to General Fund and are shown here for information purposes only.